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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/987,438

11/14/2001

John Wirth JR.

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23117

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06/30/2005

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EXAMINER

JANVIER, JEAN D

ART UNIT

PAPER NUMBER

3622

DATE MAILED: 06/30/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

### Response To Applicant's Amendments

The Examiner approves the new abstract of the disclosure. However, the new title is not approved. Here is a preferred or suggested title --A Method And System **For** Using Direct Mail To Persuade Customers To Access And Place Orders On An E-Commerce Web Site--.

In general, the amendments have introduced a new inventive concept. Indeed, original claims 20 and 34 recite "...wherein the step of comparing said mailing list potential customer's login name with said stored names further comprises for miss-keyed or misspelled entries in said stored names". Although it is clear that one can always type in, intentionally or by mistake, a misspelled login name to access information on a web site and the misspelled login name will normally be rejected in accordance with access rights or privileges associated with registered users, as understood in the art, however, **allowing access to information on the web site by matching the misspelled login name with a customer's name stored in a database of the web site is not well defined or established in the art and by itself represents a new inventive concept.**

Therefore, the newly amended claims are being withdrawn based on a constructive election by original presentation. Having said that, there are no claims left to be examined or prosecuted (See 37 CFR 1.142(b) and MPEP § 821.03. **And the Applicant is given one month to respond to this correspondence.**

### Conclusion

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Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official- 571-273-6719

06/25/05

JDJ

Jean D. Janvier

Patent Examiner

Art Unit 3622

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